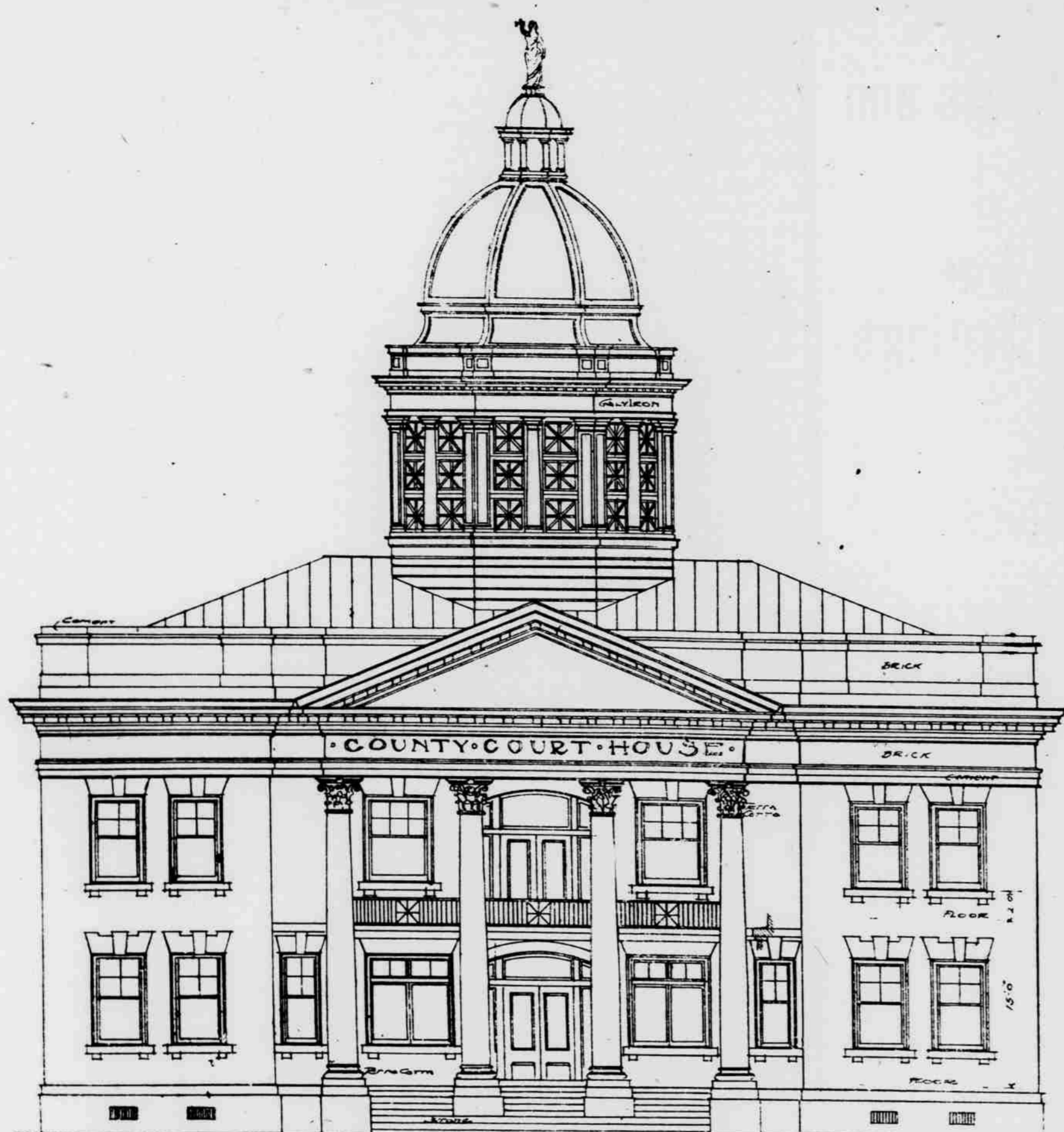


SYLVA, The New Town!

The Centre of Potentially Richest County in State



The New Court House, to cost with Jail about \$30,000, will look some thing like this.

Mr. Buchanan, hardware and furniture.
B. H. Cathey & Co., hardware and fertilizers.
J. W. Keener, general merchandise.
The City Market.
The Hooper Drug Co.
The Sylva Pharmacy.
J. A. Parrish, barber shop.
Wells & Wilson, contractors.
H. O. Curtis, contractor.

CLIMATE OF THIS SECTION

(The following carefully prepared article applies to all of Western North Carolina and to that section around Sylva especially. For that reason it is placed on this page.)

The climate of Western North Carolina—the golden mean between extremes of temperature and precipitation—affords health, recuperation and comfort for twelve months in the year. These climatic advantages are due to latitude, altitude and removal to near-by ranges of mountains.

The latitude of Western North Carolina is between 35 and 36 degrees North, giving an ideal proportion and variation in the lengths of day and night. From the excessive summer heat to which this latitude is ordinarily subject, Western North Carolina is saved by its altitude.

This altitude is ideal. For almost all purposes it has all the advantages that 10,000 feet would give; and for many purposes it is enormously better

than 10,000 feet, for extreme altitudes are liable to cause or aggregate affections of the heart and are characterized by a number of other undesirable results.

Our altitude might, under some circumstances, afford very severe cold weather in winter. This severity is mitigated by near-by ranges of mountains. The higher peaks and ramparts of the Appalachians, to the North and West of us, stand as a barrier protecting us from the cold. On the North and West of those mountains—even at low altitudes—the rigors of intense cold are experienced; but this section is sheltered.

The effect of altitude in lowering temperature is well known. The average annual temperature in Western North Carolina is many degrees lower than in such places as Wilmington, N. C., Columbia, S. C., and Augusta, Ga. This reduction is a very great advantage, but a greater altitude would tend to make the temperature too low.

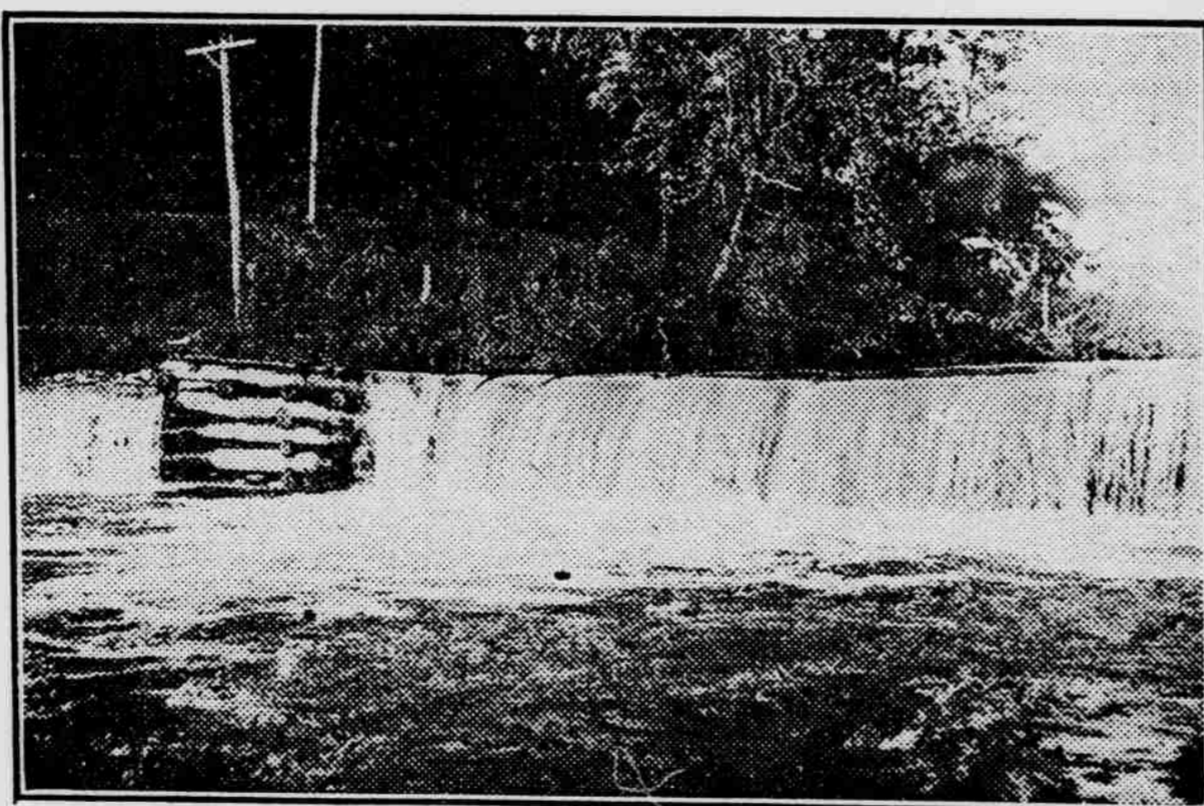
Equally important is the matter of diurnal variations. At sea level, the dense air acts as a blanket to retain the heat derived from the sun's rays. This heat, being dissipated very slowly, persists throughout the night, and in such places the night temperature does not differ very much from the day temperature. At high levels the air is rarer and the heat is more quickly dissipated. The difference between day and night becomes more marked, and the low temperature in summer brings refreshing sleep. But at extreme altitudes the diurnal variations are excessive.

Western North Carolina, with its moderate altitude affords the golden mean. The changes are sufficient to give the maximum of benefit

and of short duration. "Drizzly" weather is rare and fogs are almost unknown.

Records of storms and other periods of severe meteorological disturbance show that our climate is always temperate compared with that of places north, south, east, and west of us. The severity of a scorching summer is unknown here; the warmest days bring no ill effects in their train. Sunstrokes do not occur here; cyclones and tornadoes do not visit us. We have cold spells in winter, but they are of short duration and their severity is less than in many places which have a higher annual temperature. The average latitude of Tennessee is about the same as the latitude of Hendersonville and Asheville. The normal January temperature of Tennessee (derived from the records of fifty or sixty stations whose average altitude is about 1200 feet less than the altitude of Hendersonville) is exactly the same as Hendersonville's and Asheville's January normal. Mountains to the west and northwest of us protect us from the severity of the cold waves.

In summer, moderately warm days and delightful cool nights; in winter, cold nights which purify the atmosphere, and abundance of bright sunny days; spring weather which is mild without being enervating; autumn weather which is the finest tonic ever known;—this is a summary of our climate. Proof of this is obtainable not only from statistics but also from experience. There are numbers of persons who have come here sick and regained their health. Some of them have gone back to their former homes to resume their former occupations with renewed strength and a grateful remembrance of the benefits derived here; while others have decided to stay with us and make this their permanent home.



Water Power on Scott's Creek, in Sylva, on the Murphy Division.

Real Estate
Values in
Sylva are
Low

NOW!

What will
they be
Next Year?

About Sylva

- * Population, 800.
- * Property value, \$1,000,000.
- * Second town on Murphy Div.
- * Sou. Ry. in volume of freight handled.
- * 4,000,000 feet of lumber handled annually.
- * 1,800 cars of freight handled yearly.
- * Largest live stock shipping point in Western N. C.
- * Shipping point for more than half of Jackson County.
- * Quarter million dollars of goods sold annually.
- * One of the largest tanneries in the State.
- * Planing mill and saw mill.
- * Shirt and overall factory.
- * Electric lights.
- * Telephone system.
- * Marble works.
- * Wholesale grocery.
- * Wholesale millinery.
- * Two livery stables.
- * Hardware store.
- * Five general stores.
- * Two drug stores.
- * Meat Market.
- * Two blacksmith and wagon shops.
- * Strong bank.
- * Newspaper and printing office.
- * Commercial hotel.
- * Collegiate institute with 3 dormitories.
- * \$9,000 graded school building.
- * Methodist, Baptist and Episcopal churches.
- * Jeweler.
- * Dental office.
- * Harness shop.
- * Barber shop.
- * Orchard of 10,000 fruit trees.
- * Shipper of fancy fruits.
- * Masonic, I. O. O. F., and K. of P. Lodges.
- * Lowest municipal tax rate in North Carolina.
- * Seat of Jackson County fair.
- * Water supplied by springs in Kings Mountain.

JACKSON COUNTY

What we Have.

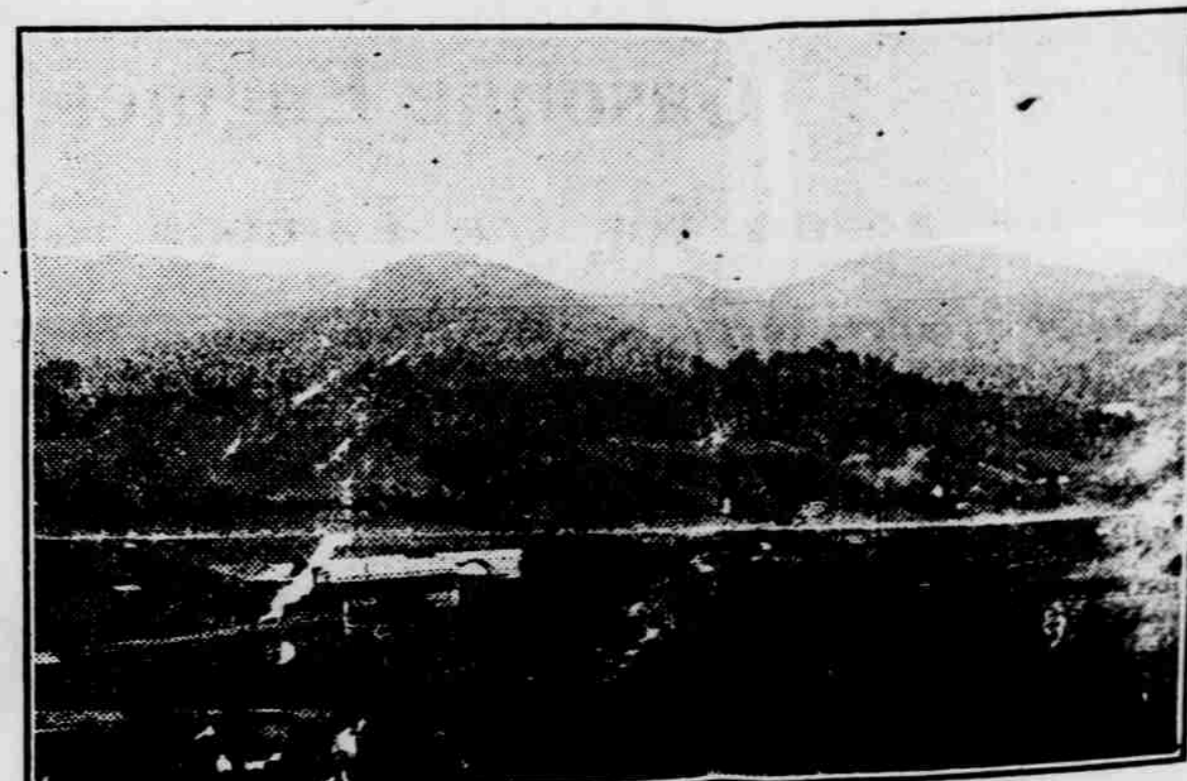
- * Largest amount of uncultivated land of any county in the State.
- * Cullowhee State Normal school.
- * Best school buildings of any county in Western North Carolina.
- * Great water power to be developed.
- * Richest county in the state in mineral deposits, including kaolin, mica, nickel, copper and other minerals.
- * Unexcelled fruit county.
- * Rich mountain soil, especially adapted to stock raising.
- * Fine locations for summer homes.

WHAT WE WANT.

- * Furniture factories.
- * Handle plants.
- * Modern hotels for summer travel.
- * Cotton mill.
- * Knitting mill.
- * And other manufacturing plants.
- * For Information Address Secretary Board of Trade.



Sylvian Heights Orchards, on the Murphy Division.



C. J. Harris' Tannery, Sylva, on the Murphy Division.